

HOSPITALITY MANAGEMENT, BUSINESS ADMINISTRATION (BBA)

Degree: Bachelor of Business Administration
Major: Business Administration
Concentration: Hospitality Management
Program Code: 3171

About This Major . . .

The Bachelor of Business Administration (BBA) is designed to prepare students for the challenges of today's organizations, as well as the business world of tomorrow. The BBA with a concentration in Hospitality Management combines the technical skills and business proficiency necessary for success in today's business world. Business courses to be taken include courses in marketing, promotion, management, accounting, finance, small business management, and entrepreneurship.

The BBA is a very versatile, flexible and valuable degree. Many of Colorado Mesa's BBA graduates have gone on to earn advanced degrees in business such as the Master of Business Administration – one of the most sought after degrees by employers in today's job market.

Potential employment opportunities with this 4-year degree include management in any of the following areas: resort and hotel management, food and beverage management, travel and tourism management health care and education food service management, etc. With the ever expanding world hospitality market, this degree has endless opportunities both within the United States and also in the every-growing global hospitality industry.

To be admitted to the Bachelor of Business Administration program, certain prerequisites must be satisfied. Please see the Department Head of Business for complete requirements and application form.

For more information on what you can do with this major, visit Career Services' What to Do with a Major? (<https://www.coloradomesa.edu/career/students/explore/major.html>) resource.

All CMU baccalaureate graduates are expected to demonstrate proficiency in critical thinking, communication fluency, quantitative fluency, and specialized knowledge/applied learning. In addition to these campus-wide student learning outcomes, students in this major complete a plan of study that fulfills our department mission and requires demonstrated comprehension of program specific learning outcomes. These are as follows:

Mission: As a student-focused teaching and research department, Colorado Mesa University's Business Department prepares students to be sound decision makers and serves businesses in the Rocky Mountain region, the nation, and the world. We strive to develop prepared students who demonstrate strong ethical principles, superior critical thinking, effective communication, and robust business acumen.

Student Learning Outcomes:

1. Analyze business issues critically utilizing appropriate research methodologies. (Critical Thinking)
2. Apply business knowledge and skills in appropriate business contexts. (Critical Thinking)

3. Communicate clearly, appropriately, and persuasively to the audience in writing. (Communication Fluency)
4. Communicate clearly, appropriately, and persuasively to the audience orally. (Communication Fluency)
5. Differentiate various functions of teams within organizations. (Specialized Knowledge/Applied Learning)
6. Demonstrate behaviors consistent with effective teamwork. (Specialized Knowledge/Applied Learning)
7. Analyze an issue within an ethical framework. (Specialized Knowledge/Applied Learning)
8. Recommend a solution based on an ethical framework. (Specialized Knowledge/Applied Learning)

Requirements

Each section below contains details about the requirements for this program. Select a header to expand the information/requirements for that particular section of the program's requirements.

To print or save an overview of this program's information, including the program description, learning outcomes, requirements, suggested course sequencing (if applicable), and advising and graduation information, scroll to the bottom of the left-hand navigation menu and select 'Print Options.' This will give you the options to either 'Send Page to Printer' or 'Download PDF of This Page.' The 'Download PDF of This Page' option prepares a much more concise presentation of all program information. The PDF is also printable and may be preferable due to its brevity.

Institutional Degree Requirements

The following institutional degree requirements apply to all CMU baccalaureate degrees. Specific programs may have different requirements that must be met in addition to institutional requirements.

- 120 semester hours minimum.
- Students must complete a minimum of 30 of the last 60 hours of credit at CMU, with at least 15 semester hours in major discipline courses numbered 300 or higher.
- 40 upper-division credits (an alternative credit limit applies to the Bachelor of Applied Science degree).
- 2.00 cumulative GPA or higher in all CMU coursework.
- A course may only be used to fulfill one requirement for each degree/certificate.
- No more than six semester hours of independent study courses can be used toward the degree.
- Non-traditional credit, such as advanced placement, credit by examination, credit for prior learning, cooperative education and internships, cannot exceed 30 semester credit hours for a baccalaureate degree. A maximum of 15 of the 30 credits may be for cooperative education, internships, and practica.
- Pre-collegiate courses (usually numbered below 100) cannot be used for graduation.
- Capstone exit assessment/projects (e.g., Major Field Achievement Test) requirements are identified under Program-Specific Degree Requirements.
- The Catalog Year determines which program sheet and degree requirements a student must fulfill in order to graduate. Visit with your advisor or academic department to determine which catalog year and program requirements you should follow.

- See "Requirements for Undergraduate Degrees and Certificates" in the catalog for a complete list of graduation requirements.

Essential Learning Requirements

(31 semester hours)

See the current catalog for a list of courses that fulfill the requirements below. If a course is an Essential Learning option and a requirement for your major, you must use it to fulfill the major requirement and make a different selection for the Essential Learning requirement.

Code	Title	Semester Credit Hours
English ¹		
ENGL 111	English Composition I-GTC01	3
ENGL 112	English Composition II-GTC02	3
Mathematics ¹		
MATH 113	College Algebra-GTMA1 ²	3
History		
Select one History course		3
Humanities		
Select one Humanities course		3
Social and Behavioral Sciences		
Select one Social and Behavioral Sciences course		3
Select one Social and Behavioral Sciences course		3
Fine Arts		
Select one Fine Arts course		3
Natural Sciences ³		
Select one Natural Sciences course		3
Select one Natural Sciences course with a lab		4
Total Semester Credit Hours		31

¹ Must receive a grade of 'C' or better and must be complete by the time the student has 60 semester hours.

² This is a 4 credit course. 3 credits apply to the Essential Learning requirements and 1 credit applies to elective credit.

³ 7 semester hours, one course must include a lab.

Other Lower Division Requirements

Code	Title	Semester Credit Hours
Wellness Requirement		
KINE 100	Health and Wellness	1
Select one Activity course		1
Essential Learning Capstone ¹		
ESSL 290	Maverick Milestone	3
ESSL 200	Essential Speech	1
Total Semester Credit Hours		6

¹ Essential Learning Capstone must be taken after completion of the Essential Learning English and Mathematics requirements, and when a student has earned between 45 and 75 hours.

Foundation Courses

(21 semester hours. These courses plus Essential Learning Math & English requirements must be completed within the student's first 60 hours.)

Code	Title	Semester Credit Hours
ACCT 201	Principles of Financial Accounting	3
ACCT 202	Principles of Managerial Accounting	3
BUGB 211	Business Communications	3
BUGB 231	Survey of Business Law	3
CISB 241	Introduction to Business Analysis	3
or STAT 241	Introduction to Business Analysis	
ECON 201	Principles of Macroeconomics-GTSS1	3
ECON 202	Principles of Microeconomics-GTSS1	3
Total Semester Credit Hours		21

Program Specific Requirements

(60 semester hours, must maintain a 2.0 cumulative GPA or higher in coursework in this area.)

Code	Title	Semester Credit Hours
Business Administration Core		
BUGB 440	Business Ethics	3
CISB 210	Fundamentals of Information Systems	3
CISB 341	Quantitative Decision Making	3
FINA 301	Managerial Finance	3
HRMA 371	Human Resource Management	3
MANG 201	Principles of Management	3
MANG 301	Organizational Behavior	3
MANG 471	Operations Management	3
MANG 491	Business Strategy	3
MARK 231	Principles of Marketing	3
Required Concentration Courses		
HMGT 101	Travel Industry I	3
HMGT 200	Management and Supervisory Skills for the Hospitality Industry	3
HMGT 370	Managing Quality Service	3
HMGT 410	Hospitality Facilities Management	3
HMGT 450	Strategic Hospitality Sales and Marketing	3
HMGT 470	Hospitality Management Strategies	3
MANG 499	Internship	3-6
Total Semester Credit Hours		51-54
Restricted Electives		
Upper Division Business/Hospitality Management Electives ¹		6-9
Total Semester Credit Hours		6-9

¹ Recommend HMGT 371 Events Management

General Electives

All college level courses appearing on your final transcript, not listed above that will bring your total semester hours to 120 hours. 2 semester hours

Code	Title	Semester Credit Hours
MATH 113	College Algebra-GTMA1	1
Select additional elective hour		1
Total Semester Credit Hours		2

Suggested Course Plan

While the sequencing below culminates in a total of 117-123 semester credit hours, students must complete a minimum of 120 semester credit hours as required for completion of the degree, including satisfactory completion of all required courses. Plan to complete requirements with varying hour options accordingly.

First Year		Semester Credit Hours
Fall Semester		
Essential Learning - Social and Behavioral Sciences		3
Essential Learning - Social and Behavioral Sciences		3
Essential Learning - Fine Arts		3
ENGL 111	English Composition I-GTCO1	3
MATH 113	College Algebra-GTMA1	4
Semester Credit Hours		16
Spring Semester		
ENGL 112	English Composition II-GTCO2	3
CISB/STAT 241	Introduction to Business Analysis	3
MARK 231	Principles of Marketing	3
Essential Learning - Natural Science with Lab		4
KINE 100	Health and Wellness	1
KINA Activity		1
Semester Credit Hours		15
Second Year		
Fall Semester		
ACCT 201	Principles of Financial Accounting	3
ECON 201	Principles of Macroeconomics-GTSS1	3
BUGB 211	Business Communications	3
BUGB 231	Survey of Business Law	3
HMGT 101	Travel Industry I	3
Semester Credit Hours		15
Spring Semester		
ACCT 202	Principles of Managerial Accounting	3
ECON 202	Principles of Microeconomics-GTSS1	3
HMGT 200	Management and Supervisory Skills for the Hospitality Industry	3
MANG 201	Principles of Management	3
ESSL 290	Maverick Milestone	3
ESSL 200	Essential Speech	1
Semester Credit Hours		16
Third Year		
Fall Semester		
HMGT 450	Strategic Hospitality Sales and Marketing	3
FINA 301	Managerial Finance	3
MANG 301	Organizational Behavior	3

HRMA 371	Human Resource Management	3
Essential Learning - History		3
Semester Credit Hours		15
Spring Semester		
CISB 210	Fundamentals of Information Systems	3
Essential Learning - Natural Science		3
CISB 341	Quantitative Decision Making	3
HMGT 370	Managing Quality Service	3
Upper Division Business/HMGT Elective		3
Semester Credit Hours		15
Fourth Year		
Fall Semester		
BUGB 440	Business Ethics	3
Essential Learning - Humanities		3
HMGT 410	Hospitality Facilities Management	3
MANG 471	Operations Management	3
Upper Division Business/HMGT Elective		3
Semester Credit Hours		15
Spring Semester		
MANG 491	Business Strategy	3
HMGT 470	Hospitality Management Strategies	3
Upper Division Business/HMGT Business Electives		0-3
General Elective		1
MANG 499	Internship (or take during summer)	3-6
Semester Credit Hours		10-16
Total Semester Credit Hours		117-123

Advising and Graduation

Advising Process and DegreeWorks

Documentation on the pages related to this program is intended for informational purposes to help determine what courses and associated requirements are needed to earn a degree. The suggested course sequencing outlines how students could finish degree requirements. Some courses are critical to complete in specific semesters, while others may be moved around. Meeting with an academic advisor is essential in planning courses and altering the suggested course sequencing. It is ultimately the student's responsibility to understand and fulfill the requirements for her/his intended degree(s).

DegreeWorks is an online degree audit tool available in MAVzone. It is the official record used by the Registrar's Office to evaluate progress towards a degree and determine eligibility for graduation. Students are responsible for reviewing their DegreeWorks audit on a regular basis and should discuss questions or concerns with their advisor or academic department head. Discrepancies in requirements should be reported to the Registrar's Office.

Graduation Process

Students must complete the following in the first two months of the semester prior to completing their degree requirements:

- Review their DegreeWorks audit and create a plan that outlines how unmet requirements will be met in the final semester.
- Meet with their advisor and modify their plan as needed. The advisor must approve the final plan.
- Submit the "Intent to Graduate" form to the Registrar's Office to officially declare the intended graduation date and commencement ceremony plans.

- Register for all needed courses and complete all requirements for each degree sought.

Submission deadlines and commencement details can be found at <http://www.coloradomesa.edu/registrar/graduation.html>.

If a student's petition for graduation is denied, it will be her/his responsibility to consult the Registrar's Office regarding next steps.